

Heath Weaver

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With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and efficiency, Heath's career reflects a consistent ability to adapt and excel in dynamic environments, making a significant impact in every role undertaken.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable digital marketing platform, leveraging AI for organic acquisition strategies, achieving a 95% accuracy in deal extraction.
- Automated content generation and affiliate link integration, enhancing user engagement and driving organic traffic growth in the health and wellness sector.
- Optimized backend systems and database architecture, reducing page load times from 18 seconds to under 1 second, significantly improving user experience.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Overhauled customer segmentation and email strategies, boosting client revenue by 34%, aligning with driving organic traffic growth in the health and wellness sector.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually, demonstrating strong expertise in automation and enhancing customer satisfaction.
- Developed LinkedIn and cross-channel lead generation strategies, gaining 6 clients in under 3 months, showcasing excellent analytical skills and actionable insights.
- Reorganized teams to better meet client needs, improving client satisfaction by 10%, reflecting proven leadership in building and mentoring teams.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and implemented marketing assembly lines for 15 SaaS products, enhancing sales enablement and ABM strategies, leading to streamlined product launches.
- Managed Salesforce migration and training, ensuring data integrity and team readiness, which supported effective ABM strategies and sales team performance.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Directed digital growth-hacking division, implementing organic acquisition strategies that significantly enhanced digital presence for startups and small businesses.
- Developed and executed integrated online marketing strategies, driving organic traffic growth for clients in diverse sectors including health and wellness.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Developed and implemented a multichannel e-business strategy, focusing on organic acquisition strategies, which resulted in a 75% increase in revenue and a 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

- Aligned European search activities with local marketing teams, driving a 103% increase in search traffic year-on-year, demonstrating success in organic traffic growth.
- Coordinated Pan-European search campaigns across 16 teams, achieving top 5 listings for high-volume keywords, showcasing strong expertise in organic acquisition strategies.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5% in three years, highlighting creative problem-solving and understanding of market trends.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Streamlined financial processes through automation, reducing monthly workload by 4 days, aligning with experience in automation and operational efficiency.
- Developed 'locomotive' strategy contributing to VAIO's profitability turnaround, showcasing creative problem-solving and understanding of market trends.
- Increased Revenue by 300% while reducing costs by 5% through Cost of Sales ROI strategies, demonstrating excellent analytical skills and ability to drive actionable insights.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting processes using Excel VBA (Macros), enhancing management productivity and supporting strategic decision-making with accurate, timely financial insights.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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